

**STATE OF CALIFORNIA**  
**BUSINESS, TRANSPORTATION AND HOUSING AGENCY**  
**DEPARTMENT OF CORPORATIONS**

**TO:** Miro Zecevic, CEO and Managing Member  
Cash Now.com, LLC  
Cash Now Plus.com, LLC  
2005 Easton Road  
Doylestown, PA 18901

Miro Zecevic, CEO and Managing Member  
Cash Now.com, LLC  
Cash Now Plus.com, LLC  
3100 Steeles Avenue East, Suite 201  
Toronto, Ontario L3R 8T9 Canada

**STOP ORDER DENYING EFFECTIVENESS OF FRANCHISE REGISTRATION**

**(Corporations Code section 31115)**

The California Corporations Commissioner finds that:

1. Cash Now.com, LLC is a Delaware limited liability company that was formed on May 15, 2003. Its head office is located at 3100 Steeles Avenue East, Suite 201, Toronto, Ontario, L3R 8T9, Canada. Cash Now.com, LLC formerly maintained a regional office in the United States at 8260 Greensboro Drive, Suite 550, McClean, Virginia 22102. As of January 26, 2004, its regional office in the United States has been moved to 2005 Easton Road, Doylestown, PA 18901. Cash Now.com, LLC is engaged in business activities relating to the franchising of Cash Now businesses. Cash Now businesses are retail outlets which offer small, short-term consumer loans (so-called "payday loans"), money transfers, money wiring and walk-in credit applications.

2. Cash Now Plus.com, LLC is a Delaware limited liability company that was formed on July 3, 2003. Its offices are located at the same addresses as those of Cash Now.com, LLC, with which it is affiliated. Cash Now Plus.com, LLC is engaged in business activities relating to the franchising of Cash Now Plus businesses. Cash Now Plus businesses are retail outlets which offer small, short-term consumer loans (so-called "payday loans"), check cashing, money transfers, money wiring, mail box rentals, overnight delivery, tax return preparation, bill payment, fax, photo copying, walk-in credit applications, credit card applications and secured credit cards.

3. Cash Now-USA.Com, Inc. and Cash Now, Inc. are affiliates of Cash Now.com, LLC and Cash Now Plus.com, LLC. Their offices are located at the same addresses as those of Cash Now.com, LLC and Cash Now Plus.com, LLC.

4. Cash Now.com, LLC, Cash Now Plus.com, LLC, Cash Now-USA.com, Inc., Cash Now, Inc. and their other affiliates maintain websites at URLs including [www.cashnow.com](http://www.cashnow.com), [www.cashnow-usa.com](http://www.cashnow-usa.com), [www.cashnowplusllc.us](http://www.cashnowplusllc.us), [www.cashnowllc.us](http://www.cashnowllc.us), [www.cashnowamerica.com](http://www.cashnowamerica.com), and [www.paydayloanbusiness.com](http://www.paydayloanbusiness.com). They claim to own a unique system for opening and operating businesses to provide payday loans and related services.

5. Miro Zecevic is the chief executive officer of Cash Now.com, LLC, Cash Now Plus.com, LLC, Cash Now-USA.com, Inc. and Cash Now, Inc. He is also the managing member of Cash Now.com, LLC and Cash Now Plus.com, LLC.

6. On November 22, 2002, Cash Now-USA.Com, Inc. and its affiliate Cash Now Fransys Inc. received a cease and desist letter from the State of Washington, Department of Financial Institutions, Securities Division, demanding that they immediately cease directing offers of franchises to Washington residents by means of the Internet.

1           7. On November 25, 2002, Cash Now-USA.Com, Inc. and its affiliate Cash Now Fransys Inc.  
2 received a cease and desist letter from the State of Washington, Department of Financial Institutions,  
3 Securities Division, demanding that they immediately cease making offers of unregistered securities  
4 to Washington residents.

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6           8. On August 5, 2003, the Division of Securities of the Wisconsin Department of Financial  
7 Institutions issued a summary Order of Prohibition to Cash Now-USA.Com, Inc. and its affiliates and  
8 controlling persons to prohibit them from making any further offers or sales of franchises unless and  
9 until the franchises were registered under Wisconsin law. The order was based upon a finding that  
10 Cash Now-USA.Com, Inc. had made a sale of an unregistered Cash Now franchise to a Wisconsin  
11 resident in approximately October-November, 2002.

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13           9. During 2003 the Office of the Illinois Attorney General issued a Notice of Violation to  
14 Cash Now, Inc. relating to its sale of an unregistered franchise in Illinois. Pursuant to that Notice of  
15 Violation, Cash Now, Inc. paid a fine of \$1,500.

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17           10. On August 11, 2003 the Securities Department of the Illinois Secretary of State issued a  
18 Temporary Order of Prohibition to Cash Now, Inc. prohibiting it from selling securities in Illinois or  
19 from Illinois.

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21           11. On or about October 23, 2003, Cash Now Plus.com, LLC filed an application pursuant to  
22 Corporations Code section 31111 for registration of an offer to sell Cash Now Plus franchises in  
23 California.

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25           12. On or about November 3, 2003, Cash Now.com, LLC filed an application pursuant to  
26 Corporations Code section 31111 for registration of an offer to sell Cash Now franchises in  
27 California.

1           13. During the period of approximately January through September of 2003, Cash Now-  
2 USA.Com, Inc. sold Cash Now or Cash Now Plus franchises to at least five residents of California.  
3 Each of the five California residents purchased a franchise to operate a Cash Now or Cash Now Plus  
4 business in California. The franchises sold by Cash Now-USA.com, Inc. were substantially similar  
5 to the Cash Now and Cash Now Plus franchises which Cash Now.com, LLC and Cash Now  
6 Plus.com, LLC have applied to sell in California. One of the five prospective franchise purchasers  
7 received a letter dated January 23, 2003 signed by Miro Zecevic, CEO, inviting him to make a formal  
8 application to become a Cash Now franchisee.

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10           14. The offer and sale of franchises by Cash Now-USA.Com, Inc. in California was not  
11 registered under the Franchise Investment Law and was not exempted under Chapter 1, beginning  
12 with Corporations Code section 31100, of that law. The franchise purchasers were not told of the  
13 prior administrative actions that had been taken against Cash Now-USA.Com, Inc. and its affiliates  
14 by other states.

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16           15. In November, 2003, Cash Now.com, LLC sold a Cash Now franchise to a resident of  
17 California. At the time of that sale the offer of franchises by Cash Now-USA.com, LLC had not been  
18 registered under the Franchise Investment Law and was not exempted under Chapter 1, beginning  
19 with Corporations Code section 31100, of that law.

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21           16. Cash Now-USA.Com, Inc. has been and currently is offering securities to residents of  
22 the state of California in issuer transactions from its websites and through related communications.  
23 The securities are in the form of promissory notes yielding purported monthly income payments at  
24 the rate of 12% to 24% per year from the factoring of its franchisees' receivables which are in the  
25 form of payday loans. The investments are explained at a company website page titled "Investment  
26 Info" at [www.cashnow.com/cn\\_invinfo.shtml](http://www.cashnow.com/cn_invinfo.shtml). They were further explained by a company  
27 representative in an email to a prospective California investor in October of 2003 as follows:  
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1 “Basically if you invest 25 thousand dollars we will give you 20% per annum. Anything over  
2 100 thousand dollars we would give you 22%. Anything above that would be [sic] have to be  
3 discussed. We provide you with 12 post dated checks all at once. The terms for your  
4 investment would mature in one year, at that point you could decide whether to leave it with  
5 Cash Now or pull out your investment. All of our investments are registered with the  
6 government and we provide you with a promissory note.”  
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8 17. Although Cash Now-USA.Com, Inc. and its personnel represent that the investments “are  
9 registered with the government,” in fact they are not registered with the California Corporations  
10 Commissioner. The Department of Corporations has not issued a permit or other form of  
11 qualification authorizing any person to offer and sell these securities in this state.  
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13 Based upon the foregoing findings, the California Corporations Commissioner is of the  
14 opinion that persons identified in the applications of Cash Now.com, LLC and Cash Now Plus.com,  
15 LLC are subjects of currently effective injunctive and restrictive orders relating to business activity  
16 within the meaning of Corporations Code section 31115(d)(4) as a result of actions brought by public  
17 agencies in Wisconsin, Washington and Illinois. The California Corporations Commissioner is of the  
18 further opinion that the involvement of those persons, including Miro Zecevic, in the sale or  
19 management of the franchises that are the subjects of the pending applications of Cash Now.com,  
20 LLC and Cash Now Plus.com, LLC would create an unreasonable risk to prospective franchisees  
21 within the meaning of Corporations Code section 31115(d) in that an affiliate of Cash Now.com,  
22 LLC and Cash Now Plus.com, LLC has previously sold five unregistered franchises to residents of  
23 California without informing the purchasers of prior regulatory actions taken against the affiliate, its  
24 affiliates, and employees of the affiliate including Miro Zecevic. The California Corporations  
25 Commissioner is of the further opinion that applicant Cash Now.com, LLC failed to comply with the  
26 provisions of the Corporate Securities law when it sold an unregistered Cash Now franchise to a  
27 California resident in November of 2003.  
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Pursuant to section 31115(a), (b) and (d) of the Corporations Code, the effectiveness of the franchise registrations that are the subjects of the pending applications of Cash Now.com, LLC and Cash Now Plus.com, LLC is hereby denied.

This Order is necessary, in the public interest, for the protection of investors and consistent with the purposes, policies and provisions of the Corporate Securities Law of 1968.

Dated: April 2, 2004  
Los Angeles, California

WILLIAM P. WOOD  
California Corporations Commissioner

By \_\_\_\_\_  
ALAN WEINGER  
Supervising Counsel  
Enforcement and Legal Services